

REMARKS

In the Office Action, the Examiner rejected claims 1-37 under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,933,811 to Angles et al. Applicant respectfully traverses the rejection.

Angles et al. teach an on-line advertising service that selects advertisements "based on the consumer's profile." (Angles, col. 3, lines 58-61). The consumer enters pertinent demographic information into a demographic database. (Angles, col. 3, lines 18-24). The profile is not based on user activity information that is based on the exercise of a media object.

Independent claim 1 recites a system having a data reporter for collecting "user activity information representing exercise of a first media object by at least one user" and at least one mediator for providing a second media object "based upon the information correlated with at least said first media object." Angles et al. do not teach or suggest a system as claimed by Applicant in independent claim 1.

Independent claim 9 recites a system having a data reporter for gathering "content use information representing exercise of a media object by at least one user" and a mediator for selecting at least one media object that has "a media object profile matching at least one characteristic of said profile of said user requested media object." Angles et al. do not teach or suggest a system as claimed by Applicant in independent claim 9.

Independent claim 17 recites a method that includes the step of "gathering information representing exercise of a media object by at least one user" and "delivering said user requested media object with said at least one media object having an object

profile matching at least one characteristic of the profile of the requested media object.”

Angles et al. do not teach or suggest a method as claimed by Applicant in independent claim 17.

Independent claim 22 recites a smart media object having a media object portion and a media object profile portion that contains “information gathered from a plurality of users representing exercise of said media object by said plurality of users.” Angles et al. do not teach or suggest a smart media object as claimed by Applicant in independent claim 22.

Independent claims 25 and 27 recite methods that utilize smart media objects. Angles et al. do not teach or suggest methods that utilize smart media objects as claimed by Applicant in independent claims 25 and 27.

Independent claim 29 recites a method including the steps of collecting information from users of internet links and selecting at least one Internet link “based on the profile of a user requested link and delivering to the user the requested link and at least one additional link having a link profile matching at least one aspect of the profile of the requested link.” Angles et al. do not teach or suggest a method as claimed by Applicant in independent claim 29.

Independent claim 32 recites a hidden search engine that includes a mediator for selecting at least one link “based on at least one aspect of each link profile for delivery with a user requested link to the user.” Angles et al. do not teach or suggest a hidden search engine as claimed by Applicant in independent claim 32.

Thus, Applicant submits that independent claims 1, 9, 17, 22, 25, 27, 29, and 32 are allowable and that dependent claims 2-8, 10-16, 18-21, 23, 24, 26, 28, 30, 31, and

33-37 are allowable at least because they depend from an allowable independent claim, or claims dependent therefrom.

Applicant notes that the Examiner has taken "Official Notice" that the subject matter of all the dependent claims are obvious. In the event that the Examiner maintains his rejection in the next Office Action, Applicant hereby respectfully requests the Examiner to provide evidence that the subject matter of each dependent claim is obvious.

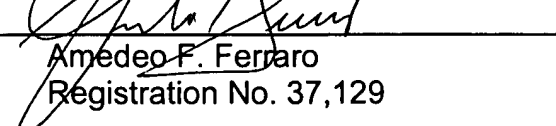
In view of the foregoing remarks, it is respectfully submitted that the claims are patentable. Therefore, it is requested that the Examiner reconsider the outstanding rejections in view of the amendments to the claims and preceding comments. Issuance of a timely Notice of Allowance of the claims is earnestly solicited.

To the extent any extension of time under 37 C.F.R. § 1.136 is required to obtain entry of this reply, such extension is hereby respectfully requested. If there are any fees due under 37 C.F.R. §§ 1.16 or 1.17 which are not enclosed herewith, including any fees required for an extension of time under 37 C.F.R. § 1.136, please charge such fees to our Deposit Account No. 50-1068.

Respectfully submitted,

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